

THE TRANSPORTATION LINK



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*Director of the
Office of Small and
Disadvantaged
Business Utilization*


Today's ETTAP Reaches for Tomorrow's Success Stories

This month we are looking at the successes of our Entrepreneurial Training and Technical Assistance Program (ETTAP). This Program is so useful in helping us work with Minority Educational Institutions to extend the reach of the U.S. Department of Transportation to work with small, disadvantaged and women-owned businesses.

Another important aspect of ETTAP is that it helps the transportation industry look to the future to train the next generation of employees in the transportation field.

I am so proud of the Success Stories that result from ETTAP that I want to share some of them with you. Our Minority Educational Institutions are such a valuable resource.

Also, I want to thank all of you who have taken the time to fill out the Customer Feedback Form that was in the June issue of the *Transportation Link*. We review your comments very carefully to help us learn how we can serve you better.

If you haven't provided your comments, there is always the opportunity to do so on our Customer Feedback Form on our homepage at <http://osdbuweb.dot.gov/main.cfm>. Just click on  the *Customer Service Logo*

We are very encouraged by the results we have received and we remain committed to helping you make your business a success!

The Office of Small and Disadvantaged Business Utilization (OSDBU) works closely with many partner organizations to achieve the OSDBU mission "to promote customer satisfaction through successful partnerships that result in an inclusive and effective small business procurement process."

The Entrepreneurial Training and Technical Assistance Program (ETTAP) is a program where partnership agreements with Minority Educational Institutions (MEIs) extend OSDBU's outreach efforts. OSDBU is proud of the many successes of ETTAP.



The Evolution of ETTAP

Today's ETTAP is the final product of a decade-long partnership with Minority Educational Institutions begun in 1988 when the OSDBU provided student training grants to Historically Black Colleges and Universities. The purpose of these grants was to enhance the business finance expertise of minority, women-owned, and disadvantaged businesses in the transportation industry.

In 1992, the Program was restructured to add initiatives that attract more of the nation's young talent into transportation-related careers through their academic studies and through practical work experience. Today, the Program includes partnerships with Hispanic Serving Institutions and Tribal Colleges.

Through the combined efforts of the MEIs, government and private sector the Program focuses on providing transportation-related assistance and procurement information to small, disadvantaged and women-owned businesses.

The Program also provides training and development to students in transportation-related fields through the use of internships and interdisciplinary academic opportunities.

The Program focuses on the following three transportation-related areas:

- ☐ Training and technical assistance on the use and access to Electronic Commerce (e-commerce) and the Internet
- ☐ Transportation-related student internships
- ☐ Information dissemination and outreach activities to support the Presidential Welfare to Work initiative, and
- ☐ The U.S. DOT Garrett A. Morgan Technology and Transportation Futures Programs.

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OSDBU

Office of Small
and Disadvantaged
Business Utilization

wants to hear from you!! Call us toll-free at 1 800 532-1169 with questions or comments about this newsletter or our web site. The Transportation Link's content may be reprinted without permission.

ETTAP Success Stories

The key success stories for ETTAP come from small and disadvantaged businesses, as well as qualified student interns — according to ETTAP's Program Manager — Pat Martin. Both receive multiple program benefits.

"ETTAP not only reaches out to the small and disadvantaged business community through e-commerce workshops and seminars," says Martin, "but ETTAP students participate with instructors in tutoring and hands-on career counseling."

For example, Hampton University's School of Business — where ETTAP Director Dr. Kelwyn A. D' Souza is pioneering a university level transportation curriculum — implemented the ETTAP in 1997.

This school immediately established an Internet use and access capability workshop for small, disadvantaged, and women-owned businesses to provide e-commerce training.

The Business School continues to conduct very popular workshops providing instruction on: HTML, Web Page Design, Searching Federal web sites, and other e-commerce processes.

In addition, Hampton places students in a wide-range of transportation-related organizations allowing them to gain valuable technical experience and expand the pool of minority and women professionals with transportation experience.

Karlene Claridy

Karlene Claridy, a 1996 Hampton University ETTAP Graduate has moved on to become a Transit Coordinator with the Central Texas Council of Government in their Transportation Division.



"I'm working with several local agencies that have access to transportation vehicles to develop collaborative partnerships for providing elderly and disabled persons living in rural areas a transportation option," says Claridy.

Claridy recently assisted her regional Department in securing a Federal Transit Administration (FTA), Urban Transportation Study Grant to help implement a commuter bus service in Central Texas between Kalleen and Temple.

The Temple area provides residences for much of Central Texas' labor pool and includes many welfare recipients and low income families with no access to mass transit.

On ETTAP, Claridy says: "The Program was very beneficial for me entering the transportation industry."

"I just feel that the skills I obtained at that point in time made my transition to this job possible. It made me that much more marketable."

Spooner and Associates

Willie Spooner, President of Spooner & Associates, a Louisiana Real Estate Company that specializes in DOT acquisition appraisals and management consulting, also attributes part of his success to the ETTAP program.



"I attended a meeting at Southern University and A&M College two years ago about accepting interns and discovered the ETTAP program's benefits to small business."

"To us, the Internet instruction has been very beneficial. I was amazed at the amount of information out there."

Spooner's e-commerce training allows him to use Internet technology to locate national DOT bid solicitations. He actively pursues some of these contract opportunities, and he monitors other Contractor's competitive bid strategies.

This makes Spooner's operation more competitive and it helps him adapt his companies' strategic outlook.

Spooner sees many benefits of ETTAP for businesses. Using ETTAP interns has helped him find skilled, eager staff while controlling labor costs. It's also helped him expand his service capability, making his company more competitive.

Sigma Consulting Group

Mike Dooley who owns and operates *Sigma Consulting Group*, a Native American 8(a) Engineering and Consulting Firm, with his partner Steve Brasuell swears by ETTAP.



"Every day I use what I learned from the outreach and training sessions," says Dooley.

"It's the most useful training I've had as a small business operator. Computer and Internet technology moves so fast you have to have some help with it."

Webstrata Internet Services

Initially, Del Mar College Student, Leora Dodrill was to help ETTAP Director Adelfino Palacios set up a web site. Before she knew it, she was attending ETTAP seminars on a regular basis at the Corpus Christi, Texas school.

"I got involved with ETTAP seminars to work with contractors and sub contractors to help them with Electronic Data Interchange certification," says Dodrill.



"I also learned a lot about web sites and Internet programming."

Now, Dodrill has started her own web design business in Corpus Christi, aptly named *Webstrata Internet Services* and is looking to acquire WBE status. It's success stories like this that have Palacios beaming.

"She got her start with us, attending a lot of the transportation seminars we host, and then she started networking with some local businesses and it took off from there," says Palacios.

Kelly Jones

For student interns, ETTAP provides exposure to transportation-related organizations and practical experience by integrating the participant's academic program with actual work experience in the transportation arena.



"I thought it would be a great experience in preparation for post graduation," explains Jones on why she signed up for ETTAP at Southern University in Baton Rouge.

"ETTAP is an excellent network tool that brings students and employers together. It also gives students an idea of what to expect in the real world."

Currently, Jones is performing an Internship with Greyhound Lines, Inc. working with company databases and other critical transportation software, and is involved with their developing *Charter Program*.

"I'm being introduced to a lot of different transportation financial processes," says Jones.

Injury Prevention

Less than one year ago, the United Tribes Technical College (UTTC), in Bismarck, North Dakota, joined ETTAP. Their innovative Injury Prevention Program supports DOT Secretary Slater's strategic commitment to make safety the number one priority within DOT.

This program is designed to reduce injuries among Native Americans by placing qualified injury prevention specialists with local, national and tribal organizations.

The UTTC Injury Prevention Program was recently featured during the June 3rd *Annual LifeSavers Conference* in Bismarck where OSDBU's Director, Luz Hopewell was the Keynote Speaker. Hopewell's closing comments to the conference participants could also serve as advice to ETTAP's constituents, when she said: "If you set clear goals and have the courage to persist long enough, you will ultimately succeed ..."

For more information concerning ETTAP and the 15 MEIs participating in this program, visit <http://osdbuweb.dot.gov/programs/ETTAP.html> or contact Pat Martin ETTAP Program Manager, at (800) 532-1169 ext. 65337 or by e-mail at patricia.martin@ost.dot.gov

New DBE Program Information

The U.S. Department of Transportation has prepared a Sample Disadvantaged Business Enterprise Program to help recipients comply with the DOT DBE Rule. The Sample Program is provided solely for informational purposes and recipients are not required to use it or its format.

You can view the Sample DBE Program, or download the file to your word processor, at the following OSDBU DBE Updates web page: <http://osdbuweb.dot.gov/programs/dbe/dbe.htm>

Correction to the DBE Final Rule

On June 28, several corrections to the DBE Final Rule were issued by the U.S. Department of Transportation (DOT). The first correction was written to ensure the confidentiality of personal financial information submitted by DBE firms to DOT prime contract recipients.

DOT inadvertently omitted the language requiring the confidentiality of personal net worth (PNW) statements and other supporting documentation and has now moved to correct the regulatory text language.

In addition, the update established a DBE program requirement for transit

vehicle manufacturers, and addressed a minor omission concerning FTA contract recipient's minimum threshold for establishing a DBE program.

Other minor rule changes concern:

A language clarification relating to the certification and PNW of Airport Concessionaires and others;

DOT's view that for rule purposes, a lease is viewed as a contract; and

The removal of potentially confusing text surrounding DOT's review of contract recipients overall program goals.

These corrections can be viewed on the DBE web page listed above.

DBE Updates E-mail Service

OSDBU has also started a new service to help the small and disadvantaged business community stay informed of current news and updates for the DOT DBE Program. You can subscribe to this automatic e-mail service at <http://osdbuweb.dot.gov/cfapps/lists/lists.html>

For more information on the DOT/DBE Program, visit the OSDBU web site at <http://osdbuweb.dot.gov/programs/dbe/dbe.htm>

DOT Y2K Page:

<http://www.y2ktransport.dot.gov/>



SBA Y2K PAGE:

<http://www.sba.gov/y2k>

SBA Phone:

1-800-Y2K-7557

OSDBU Y2K Page:

<http://osdbuweb.dot.gov/doty2k.htm>



Find the Good and Praise it!



Director of the OSDBU: Luz Araoz Hopewell
DBE Program Coordinator: Gerardo Franco
Secretary of Transportation: Rodney Slater

The Office of Small and Disadvantaged Business Utilization (OSDBU) is very proud that several of our staff members recently received the *Find the Good and Praise it Award* from Secretary Slater for, "... a job well done in planning and executing the announcement and outreach regarding the Department's new rule on the Disadvantaged Business Enterprise [DBE] Program."

This award, named after an Alex Haley quote is given in recognition of individual commitment to fulfilling the Department's mission with "vision and vigilance."

OSDBU remains committed to keeping you informed on updates to the Final Rule on the DBE Program.

CALENDAR OF EVENTS FOR August / September 1999

Date	Place	Contact
August 25	FAA Women Business Enterprise Day FAA Headquarters DOT Nassif Building Washington, DC	Tom Needham (800) 532-1169
August 29-Sept. 1	Rural Advanced Technology International Conference Sponsored by ITS America and FHWA Flagstaff, AZ	Robert Puentes (202) 484-4663 Matt Burdick (602) 255-7049
August 30	Winning Strategies for Women Entrepreneurs Sponsored by the SBA Wilmington, DE	Mark Quinn or Danielle Lanteri (302) 477-9828
September 13	Annual New England Minority Enterprise Development Celebration Sponsored by Dept. of Commerce Boston, MA	R.K. Schwartz (617) 565-6850
September 15-18	Congressional Black Caucus Convention Center Washington, DC	LaWand Kerns (202) 675-6744
September 19-22	MED Week '99 Conference Sponsored by Dept. of Commerce and MBDA Washington, DC	Linda Richardson (202) 482-1029
September 24	ITS America's Symposium On the ITS Market Arlington, VA	Katrina Mayo (202) 484-4549

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